



Retail Market Potential

Maricopa City, AZ
 Maricopa city, AZ (0444410)
 Place

Demographic Summary	2013	2018
Population	45,882	48,130
Population 18+	31,078	32,720
Households	15,160	15,843
Median Household Income	\$58,338	\$70,696

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	15,585	50.1%	102
Bought any women's clothing in last 12 months	13,958	44.9%	99
Bought clothing for child <13 years in last 6 months	10,153	32.7%	110
Bought any shoes in last 12 months	16,849	54.2%	99
Bought costume jewelry in last 12 months	6,344	20.4%	102
Bought any fine jewelry in last 12 months	6,007	19.3%	98
Bought a watch in last 12 months	3,399	10.9%	96
Automobiles (Households)			
HH owns/leases any vehicle	13,221	87.2%	102
HH bought/leased new vehicle last 12 mo	960	6.3%	80
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	27,469	88.4%	104
Bought/changed motor oil in last 12 months	17,225	55.4%	110
Had tune-up in last 12 months	10,422	33.5%	106
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	19,867	63.9%	100
Drank regular cola in last 6 months	15,468	49.8%	107
Drank beer/ale in last 6 months	13,367	43.0%	101
Cameras (Adults)			
Own digital point & shoot camera	10,450	33.6%	97
Own digital single-lens reflex (SLR) camera	2,554	8.2%	99
Bought any camera in last 12 months	2,359	7.6%	87
Bought memory card for camera in last 12 months	2,049	6.6%	101
Printed digital photos in last 12 months	1,491	4.8%	109
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	12,211	39.3%	105
Have a smartphone	12,055	38.8%	106
Have an iPhone	3,362	10.8%	93
Number of cell phones in household: 1	4,826	31.8%	100
Number of cell phones in household: 2	5,448	35.9%	100
Number of cell phones in household: 3+	3,957	26.1%	106
HH has cell phone only (no landline telephone)	6,045	39.9%	119
Computers (Households)			
HH owns a computer	11,581	76.4%	101
HH owns desktop computer	8,039	53.0%	102
HH owns laptop/notebook/tablet	7,190	47.4%	100
Spent <\$500 on most recent home computer	2,263	14.9%	114
Spent \$500-\$999 on most recent home computer	3,063	20.2%	98
Spent \$1,000-\$1,499 on most recent home computer	1,513	10.0%	93
Spent \$1,500-\$1,999 on most recent home computer	544	3.6%	72
Spent \$2,000+ on most recent home computer	522	3.4%	89

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018.



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Convenience Stores (Adults)			
Bought brewed coffee at convenience store in last 30 days	5,161	16.6%	106
Bought cigarettes at convenience store in last 30 days	4,707	15.1%	113
Bought gas at convenience store in last 30 days	11,875	38.2%	115
Spent at convenience store in last 30 days: <\$11	1,933	6.2%	89
Spent at convenience store in last 30 days: \$11-\$19	504	1.6%	83
Spent at convenience store in last 30 days: \$20-\$39	2,981	9.6%	103
Spent at convenience store in last 30 days: \$40-\$50	2,426	7.8%	102
Spent at convenience store in last 30 days: \$51-\$99	1,920	6.2%	124
Spent at convenience store in last 30 days: \$100+	8,218	26.4%	115
Entertainment (Adults)			
Attended a movie in last 6 months	19,759	63.6%	105
Went to live theater in last 12 months	3,289	10.6%	88
Went to a bar/night club in last 12 months	6,470	20.8%	116
Dined out in last 12 months	14,216	45.7%	99
Gambled at a casino in last 12 months	5,168	16.6%	106
Visited a theme park in last 12 months	5,947	19.1%	105
Viewed movie (video-on-demand) in last 30 days	4,857	15.6%	101
Viewed TV show (video-on-demand) in last 30 days	3,177	10.2%	98
Watched any pay-per-view TV in last 12 months	4,155	13.4%	95
Downloaded a movie over the Internet in last 30 days	2,003	6.4%	109
Downloaded any individual song in last 6 months	6,672	21.5%	104
Watched a movie online in the last 30 days	3,530	11.4%	101
Watched a TV program online in last 30 days	3,633	11.7%	94
Played a video/electronic game (console) in last 12 months	4,599	14.8%	126
Played a video/electronic game (portable) in last 12 months	1,748	5.6%	122
Financial (Adults)			
Have home mortgage (1st)	10,268	33.0%	103
Used ATM/cash machine in last 12 months	15,021	48.3%	101
Own any stock	2,034	6.5%	80
Own U.S. savings bond	1,765	5.7%	91
Own shares in mutual fund (stock)	1,924	6.2%	76
Own shares in mutual fund (bonds)	1,197	3.9%	73
Have interest checking account	8,426	27.1%	94
Have non-interest checking account	8,935	28.8%	100
Have savings account	16,616	53.5%	101
Have 401K retirement savings plan	4,402	14.2%	96
Own/used any credit/debit card in last 12 months	22,722	73.1%	100
Avg monthly credit card expenditures: <\$111	4,170	13.4%	108
Avg monthly credit card expenditures: \$111-\$225	2,053	6.6%	102
Avg monthly credit card expenditures: \$226-\$450	1,519	4.9%	80
Avg monthly credit card expenditures: \$451-\$700	1,346	4.3%	82
Avg monthly credit card expenditures: \$701-\$1,000	1,142	3.7%	82
Avg monthly credit card expenditures: \$1,001+	1,813	5.8%	64
Did banking online in last 12 months	10,676	34.4%	100
Did banking on mobile device in last 12 months	2,733	8.8%	121
Paid bills online in last 12 months	12,958	41.7%	104

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	23,390	75.3%	105
Used bread in last 6 months	30,056	96.7%	101
Used chicken/turkey (fresh or frozen) in last 6 months	25,568	82.3%	102
Used fish/seafood (fresh or frozen) in last 6 months	17,097	55.0%	99
Used fresh fruit/vegetables in last 6 months	27,234	87.6%	100
Used fresh milk in last 6 months	28,368	91.3%	101
Used organic food in last 6 months	5,335	17.2%	90
Health (Adults)			
Exercise at home 2+ times per week	9,034	29.1%	107
Exercise at club 2+ times per week	3,601	11.6%	88
Visited a doctor in last 12 months	23,220	74.7%	99
Used vitamin/dietary supplement in last 6 months	16,173	52.0%	97
Home (Households)			
Any home improvement in last 12 months	4,306	28.4%	100
Used housekeeper/maid/professional HH cleaning service in last 12	1,668	11.0%	82
Purchased low ticket HH furnishings in last 12 months	2,434	16.1%	102
Purchased big ticket HH furnishings in last 12 months	3,162	20.9%	98
Purchased bedding/bath goods in last 12 months	7,908	52.2%	97
Purchased cooking/serving product in last 12 months	3,553	23.4%	96
Bought any small kitchen appliance in last 12 months	3,332	22.0%	100
Bought any large kitchen appliance in last 12 months	1,864	12.3%	96
Insurance (Adults/Households)			
Currently carry life insurance	13,355	43.0%	98
Carry medical/hospital/accident insurance	19,666	63.3%	99
Carry homeowner insurance	14,834	47.7%	99
Have auto insurance: 1 vehicle in household covered	5,289	34.9%	113
Have auto insurance: 2 vehicles in household covered	4,285	28.3%	101
Have auto insurance: 3+ vehicles in household covered	2,823	18.6%	84
Pets (Households)			
Household owns any pet	8,105	53.5%	101
Household owns any cat	3,360	22.2%	96
Household owns any dog	6,084	40.1%	102
Psychographics (Adults)			
Buying American is important to me	13,141	42.3%	102
Usually buy items on credit rather than wait	3,240	10.4%	90
Usually buy based on quality - not price	5,587	18.0%	99
Price is usually more important than brand name	8,739	28.1%	104
Usually use coupons for brands I buy often	5,551	17.9%	95
Am interested in how to help the environment	4,978	16.0%	92
Usually pay more for environ safe product	3,583	11.5%	92
Usually value green products over convenience	2,774	8.9%	90
Likely to buy a brand that supports a charity	10,216	32.9%	98
Reading (Adults)			
Bought digital book in last 12 months	1,728	5.6%	80
Bought hardcover book in last 12 months	7,241	23.3%	92
Bought paperback book in last 12 month	10,857	34.9%	96
Read newspaper using e-reader/tablet in last 6 months	541	1.7%	69
Read book using e-reader/tablet in last 6 months	1,603	5.2%	73
Read any daily newspaper (paper version)	9,669	31.1%	97
Read any magazine (paper/electronic version) in last 6 months	28,391	91.4%	100

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	24,758	79.7%	105
Went to family restaurant/steak house: 4+ times a month	9,856	31.7%	107
Went to fast food/drive-in restaurant in last 6 months	28,730	92.4%	103
Went to fast food/drive-in restaurant 9+ times/mo	13,964	44.9%	111
Fast food/drive-in last 6 months: eat in	12,044	38.8%	107
Fast food/drive-in last 6 months: home delivery	2,857	9.2%	118
Fast food/drive-in last 6 months: take-out/drive-thru	16,173	52.0%	110
Fast food/drive-in last 6 months: take-out/walk-in	6,241	20.1%	103
Television & Electronics (Adults/Households)			
Own any e-reader/tablet (such as Kindle or iPad)	2,169	7.0%	71
Own any portable MP3 player	10,899	35.1%	104
HH owns 1 TV	2,637	17.4%	88
HH owns 2 TVs	3,890	25.7%	98
HH owns 3 TVs	3,599	23.7%	110
HH owns 4+ TVs	3,187	21.0%	104
HH subscribes to cable TV	9,016	59.5%	107
HH subscribes to fiber optic	815	5.4%	87
HH has satellite dish	3,376	22.3%	87
HH owns DVD/Blu-ray player	9,613	63.4%	102
HH owns camcorder	2,385	15.7%	91
HH owns portable GPS navigation device	3,510	23.2%	89
HH owns video game system	7,233	47.7%	110
Travel (Adults)			
Domestic travel in last 12 months	14,863	47.8%	94
Took 3+ domestic non-business trips in last 12 months	3,091	9.9%	80
Spent on domestic vacations in last 12 months: <\$1,000	3,667	11.8%	102
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,790	5.8%	97
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	891	2.9%	75
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	972	3.1%	78
Spent on domestic vacations in last 12 months: \$3,000+	1,271	4.1%	73
Domestic travel in the 12 months: used general travel website	2,073	6.7%	86
Foreign travel in last 3 years	6,157	19.8%	81
Took 3+ foreign trips by plane in last 3 years	931	3.0%	67
Spent on foreign vacations in last 12 months: <\$1,000	1,063	3.4%	70
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	673	2.2%	63
Spent on foreign vacations in last 12 months: \$3,000+	1,062	3.4%	72
Foreign travel in last 3 years: used general travel website	1,511	4.9%	80
Stayed 1+ nights at hotel/motel in last 12 months	12,195	39.2%	93
Took cruise of more than one day in last 3 years	2,323	7.5%	86
Member of any frequent flyer program	3,917	12.6%	75
Member of any hotel rewards program	3,261	10.5%	78

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